IN THE CLAIMS

Please amend the claims as follows.

1.   (Currently Amended) A method of generating a listing in a network-based commerce system, the method including:

receiving listing identification data from a user, the listing identification data capable of being used to identify a good or service;

searching a database of listing data using the listing identification data to locate a plurality of similar listings posted within a network-based commerce system;

receiving an indication from the user selecting a selected listing from the plurality of similar listings;

generating a proposed listing to present to the user, the proposed listing including listing data from the selected similar listing;

allowing the user to modify the listing data of the proposed listing to create [[the]] a listing; and

posting the listing in a database of the network-based commerce system, the listing, once posted, representing an offering of [[a]] the good or service.

2.   (Previously Presented) The method of claim 1, which includes allowing the user to accept the listing, prior to posting the listing.

3.   (Previously Presented) The method of claim 1, wherein the database of listing data is associated with at least one of movies, music, games, books or motor vehicles.

4.   (Previously Presented) The method of claim 1, which includes:

generating a user interface with a plurality of fields; and

populating the plurality of fields with the listing data.

5.   (Previously Presented) The method of claim 4, which includes providing a plurality of check boxes, each of which is associated with an attribute of the listing, and automatically without human intervention checking attributes based on the listing data.

6.   (Original) The method of claim 5, which includes allowing the user to modify checks in the check boxes.

7.   (Previously Presented) The method of claim 1, wherein the listing data includes at least one of a group including a title of the listing, a description of the listing, and an image related to the listing.

8.   (Canceled)

9.   (Previously Presented) The method of claim 1, wherein the listing identification data is a Vehicle Identification Number (VIN), the method including retrieving listing data including at least one of a model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, or an engine capacity of the vehicle.

10.   (Previously Presented) The method of claim 1, wherein the listing identification data is at least one of a movie title or a UPC code, the method including retrieving the listing data in the form of details on a movie.

11.   (Previously Presented) The method of claim 1, wherein the listing identification data is at least one of a book title or a UPC code, the method including retrieving the listing data in the form of details on a book.

12.   (Previously Presented) The method of claim 1, wherein the listing identification data is at least one of a music title or UPC code, the method including retrieving the listing data in the form of details on a music item.

13.   (Currently Amended) A machine-readable medium including instructions that, when executed by a machine, cause the machine to:

receive listing identification data from a user requesting posting of a listing on a network-based commerce system, the listing identification data capable of being used to identify a good or service;

search a database of listing data using the listing identification data to locate a plurality of similar listings posted within a network-based commerce system;

receive an indication from a user to select a selected listing from the plurality of similar listings;

generate a proposed listing to present to the user, the proposed listing including listing data from the selected similar listing;

allow the user to modify the listing data in the proposed listing to create the listing; and

post the listing in a database of the network-based commerce system, the listing, once posted, representing an offering of a good or service.

14.   (Previously Presented) The machine-readable medium of claim 13, wherein the user is allowed to accept the listing, prior to posting the listing.

15.   (Previously Presented) The machine-readable medium of claim 13, wherein the database of listing data is associated with at least one of movies, music, games, books or motor vehicles.

16.   (Previously Presented) The machine-readable medium of claim 13, which causes the machine to:

generate a user interface with a plurality of fields; and

populate the plurality of fields with the listing data.

17.   (Original) The machine-readable medium of claim 16, wherein a plurality of check boxes are provided, each check box being associated with an attribute of the listing and selectively being automatically checked based on the listing data without human intervention.

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18.   (Original) The machine-readable medium of claim 17, wherein the user is allowed to modify checks in the check boxes.

19.   (Previously Presented) The machine-readable medium of claim 13, wherein the listing data includes at least one of a title of the listing, a description of the listing, or an image related to the listing.

20.   (Canceled)

21.   (Previously Presented) The machine-readable medium of claim 13, wherein the listing identification data is a Vehicle Identification Number (VIN) of a vehicle, and the listing data includes at least one of a model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, or an engine capacity of the vehicle.

22.   (Previously Presented) The machine-readable medium of claim 13, wherein the listing identification data is one of a movie title or a UPC code, and the listing data includes details on a movie.

23.   (Currently Amended) A network-based commerce system, which includes at least one server to:

       receive listing identification data from a user requesting posting of a listing on a network-based commerce system, the listing identification data capable of being used to identify a good or service;

       search a database of listing data using the listing identification data to locate a plurality of similar listings posted within a network-based commerce system;

       receive an indication from the user to indicate a selection of a selected listing from the plurality of similar listings;

generate a proposed listing to present to the user, the proposed listing including listing

data from the selected similar listing;

allow the user to modify the listing data in the proposed listing to create the listing; and

post the listing in a database of the network-based commerce system, the listing, once

posted, representing an offering of a good or service.

24.   (Previously Presented) The system of claim 23, which allows the user to accept the

listing, prior to posting the listing.

25.   (Previously Presented) The system of claim 23, wherein the database of listing data is

associated with at least one of movies, music, games, books or motor vehicles.

26.   (Previously Presented) The system of claim 23, wherein the server is to generate a user

interface with a plurality of fields, and populates the plurality of fields with the listing data.

27.   (Previously Presented) The system of claim 26, which provides a plurality of check

boxes, each of which is associated with an attribute of the listing, and automatically without

human intervention checks attributes based on the listing data.

28.   (Original) The system of claim 27, which allows the user to modify checks in the check

boxes.

29.   (Previously Presented) The system of claim 23, wherein the listing data includes at least

one of a title of the listing, a description of the listing, or an image related to the listing.

30.   (Canceled)

31.   (Previously Presented) The system of claim 23, wherein the listing identification data is

a Vehicle Identification Number (VIN) of a vehicle, and the listing data includes at least one of a

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model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, or an engine capacity of the vehicle.

32.   (Previously Presented) The system of claim 23, wherein the listing identification data is one of a movie title or a UPC code, and the system retrieves the listing data in the form of details on the movie.

33.   (Previously Presented) The system of claim 23, wherein the listing identification data is one of a book title or a UPC code, and the system retrieves the listing data in the form of details on the book.

34.   (Previously Presented) The system of claim 23, wherein the listing identification data is one of a music title or a UPC code, and the system retrieves the listing data in the form of details on the music.

35.   (Previously Presented) The method of claim 1, wherein the offering includes an auction listing.

36.   (Previously Presented) The method of claim 1, wherein the offering includes a fixed-price offering.

37.-38. (Canceled)

RECORD OF THE SUBSTANCE OF THE INTERVIEW

Applicants' appointed representative, attorney Randy L. Canis, met with the Examiner Troung on Monday, October 22, 2007 for approximately fifty minutes.

During the interview, Applicants' representative and the Examiner discussed U.S. Patent 6,266,649 to Linden et al. and the claims currently pending in the application. Applicants' representative and the Examiner discussed potential amendments that could clarify the scope of the claims. The discussion of Fraser and the potential amendments are reflected in the present Amendment.

This record is believed to comply with MPEP §713.04 and 37 CFR §1.133. Applicants encourage the Examiner to contact the undersigned attorney if this record needs to be modified or further supplemented.